

SUPPLEMENT TO CONTRACT FOR ISSUE ADVERTISING

(The Ad is Political, Relates to an Issue of Public Importance,
or Refers to But is Not Authorized by a Candidate)

CONTRACT NO. 261121

1. THE CONTACT PERSON FOR THE PURCHASER IS:

Gary Heinicka
Name

18250 NW 60 Ave
Address

Reddick, FL 326 86 352. 389. 0262
Phone Number

2. THE TOP OFFICERS OR THE MEMBERS OF THE BOARD OF DIRECTORS OF THE PURCHASER ARE:

3. IF THE AD REFERS TO A CANDIDATE:

- a. The name of the candidate is Al Lombardi - Brow Co Sheriff
- b. The candidate seeks election to the office of Brow Co Sheriff in
the ☐ Primary Election, ☒ General Election, or ☐ Special Election.

4. IF THE AD REFERS TO AN ISSUE:

- a. The issue is _____
- b. The Purchaser is _____

NOTE: If the ad relates to an issue of state or local (not national) importance and does not refer to a candidate, only this Form should be filed in the Political File. Do not file the Order.



ORDER

Flight Dates 10/15/12-11/06/12

Contract / Revision 261121 /

Original Date / Revision
10/03/12 10/03/12

Advertiser ISS/SECURING OUR SAFET

Agency GHH Incorporated

Buying Contact

18250 NW 60th Ave
Reddick, FL 32686

Product

Est 1012

Agency Com 15%

Billing Contact

18250 NW 60th Ave
Reddick, FL 32686

Sales Office MIA

Sales Region LOC

Agency Ref

Order Sep 00:15:00

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes AGY POL ISSUE

Product Codes PL-Ballot-Related

Priority P-2

Advertiser Ref

Primary Account Executive
Local House

Account Executive	Order%	Start Date	End Date
Local House	100%		

Order Share 30% Market Value 164000

Competing Station	% of Order	Amount
WBFS	%	0
WBZL	31%	50840
WFOR	14%	22960
WPXM	%	0
WSVN	16%	26240
WTVJ	9%	14760

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	23	\$22,950.00	\$27,000.00	0.00	10/01/12	10/28/12	23	\$22,950.00	\$27,000.00
November 2012	18	\$18,870.00	\$22,200.00	0.00	10/29/12	11/06/12	18	\$18,870.00	\$22,200.00
Totals	41	\$41,820.00	\$49,200.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WPLG	10/15/12	11/06/12	M-F 12n News M-F LCL 10 News @ Noo	CM	12-1230PM (12:00 PM-12:30 PM)	MTWTF--	:30	5	\$600.00	P-2	0.00	NM	16	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTWTF--		4				\$600.00		0.00			
		Week: 10/22/12	10/28/12	MTWTF--		5				\$600.00		0.00			
		Week: 10/29/12	11/04/12	MTWTF--		5				\$600.00		0.00			
		Week: 11/05/12	11/11/12	MT-----		2				\$600.00		0.00			
N 2	WPLG	10/15/12	11/05/12	M-F 5p LCL News Local 5p News	CM	5-530p (5:00 PM-5:30 PM)	MTWTF--	:30	4	\$1,200.00	P-2	0.00	NM	13	\$15,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTWTF--		4				\$1,200.00		0.00			
		Week: 10/22/12	10/28/12	MTWTF--		4				\$1,200.00		0.00			
		Week: 10/29/12	11/04/12	MTWTF--		4				\$1,200.00		0.00			
		Week: 11/05/12	11/11/12	M-----		1				\$1,200.00		0.00			
N 3	WPLG	10/15/12	11/05/12	M-F 6p LCL News M-F Local News	CM	6-630pm	MTWTF--	:30	4	\$2,000.00	P-2	0.00	NM	12	\$24,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			



WPLG

Print Date: 10/04/12

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Contract / Revision **261121** Flight Dates **10/15/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/03/12/ 10/03/12

Order Sep 00:15:00

Advertiser **ISS/SECURING OUR SAFE** Product **Est 1012**

Estimate #

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 3	WPLG	10/15/12	11/05/12	M-F 6p LCL News M-F Local News	CM	6-630pm	MTWTF--	:30	4	\$2,000.00	P-2	0.00 NM	12	\$24,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	MTWTF--			2		\$2,000.00		0.00			
Week: 10/22/12		10/22/12	10/28/12	MTWTF--			4		\$2,000.00		0.00			
Week: 10/29/12		10/29/12	11/04/12	MTWTF--			5		\$2,000.00		0.00			
Week: 11/05/12		11/05/12	11/11/12	M-----			1		\$2,000.00		0.00			
													Totals	41 \$49,200.00